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Advertising Age

50 YEARS 1930-1980

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Some Teleprompter systems on block

By MAURINE CHRISTOPHER

NEW YORK—To pave the way for the expected government okay of the $646,000,000 acquisition by Westinghouse Electric Corp. of Teleprompter Corp., Westinghouse has promised to sell off at least 12 Teleprompter cable systems within the coverage area of four of Group W's conventional tv stations.

Legal counsel for the Westinghouse Broadcasting (Group W) subsidiary, into which Teleprompter is to be merged, has informed the Federal Communications Commission that this step will be taken to comply with FCC's rather complicated cross-ownership policy. This rule is designed to prevent a company from owning over-the-air tv and cable in the same market. Group W's 12 radio stations present no such cross-ownership worries.

Industry observers on Wall Street and Madison Ave. expect great things from this corporate union between America's largest non-network station group and the nation's No. 1 cable systems operator. Teleprompter, an mso (multiple systems operator), now boasts 1,300,000 homes on 113 systems.

If the FCC, Securities & Exchange Commission, Federal Trade Commission and Teleprompter stockholders (at their next meeting in December or January) approve this $625-per-subscriber purchase, systems that would go up for sale include, in KPIX' San Francisco area, Oakland, Santa Cruz, Santa Clara, Newark, Milpitas and Los Gatos, and, in WBZ-TV's Boston territory, the Worcester system.

Also set to go on the block are systems in Ocean City, Ventnor and Vineland, N.J., all because of conflicts with KYW-TV, Philadelphia, and systems in Johnstown, Pa., and Morgantown, W. Va., due to overlap with KDKA-TV, Pittsburgh. Westinghouse's other owned tv station cities are Baltimore and Charlotte.

Teleprompter is among those competing for central city franchises in Philadelphia and had been planning to try for the Boston market. Under the Westinghouse banner, it doubtless would move to the sideline in both cases. Teleprompter was a loser in the bidding for central city Pittsburgh wired tv.

Westinghouse, which owns eight small catv systems in Georgia, won out over a wide field of would-be Teleprompter buyers with an offer of $38 per share for 17,000,000 shares of Teleprompter stock. When the imminence of the deal halted trading, the stock was up slightly to nearly $29 on the New York Stock Exchange.

Execs at both companies pointed out that their programing interests dovetail nicely. Teleprompter brings to the family part ownership (50%) in the No. 2 pay cable network, Showtime, while Westinghouse owns an aggressive conventional tv syndication house. Group W's most successful syndie series are "PM Magazine" and the "John Davidson Show."

■ While some Wall Street analysts theorized that the sale price was "low" by today's inflated cable standards, Drexel Burnham Lambert's John Reidy disagreed. He noted that many of Teleprompter's 113 systems (about 40% by its count) are 12-channel operations that must be upgraded—at an estimated $175 per customer. That, he said, would bring the per-subscriber cost of this acquisition up to $800.

There also are Teleprompter debts to be assumed and costs running $100,000,000 or more for each new major city franchise "if they chose to play the big-city game," Mr. Reidy pointed out.

Dan Ritchie, head of Westinghouse Broadcasting, said Teleprompter chairman Jack Kent Cooke and other officers and employes would be retained. #

In-home banking getting major test

By JANET NEIMAN and JOSH LEVINE

CHICAGO—A new generation of convenience banking will begin in December—when United American Service Corp., Knoxville, offers the first full-blown bank-at-home program.

In the first application of bank-at-home on a full scale, UASC, in a joint venture with Radio Shack division of Tandy Corp. and CompuServe, a subsidiary of H&R Block, is offering the new technology of the system, known as Express Information, to customers of all 40 banks under the UASC umbrella. Included are banks in Tennessee, Kentucky and Virginia.

Customers presently using the corporation's Express Banking services (ATM, tel-a-pay, visual display terminals) can take the home computer service. They pay only for the computer link equipment, which is rented from the bank for between $15 and $25 per month.

United American Bank in Knoxville will be the first UASC bank to use the service, beginning around Nov. 1.

After exhibiting at the American Bankers Assn. convention here last week, UASC president Tom Sudman said five of the top 50 banks in the U.S. are pursuing sign-up for the service.

"We've had as many out-of-state calls as we have had in-state from people wanting to apply for accounts," Mr. Sudman added.

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Camel does striptease

R. J. Reynolds Tobacco uses a "striptease" technique in test market ads and p.o.p. materials showing the package change for Camel Filters. The new package is expected to be introduced nationally in early 1981.

last minute news

Test mailing of 'WSJ Magazine' eyed in '81

NEW YORK—Dow Jones & Co. is shooting for an early 1981 mailing of its prototype consumer magazine, the *Wall Street Journal Magazine*, to advertisers and test subscription audiences. Decision on actual publication will follow. The monthly will concentrate on three themes: Personal finance, time and issues. *WSJ* executive editor Fred Taylor is in charge of the project; former *Geo* publisher and DJ consultant Charles (Jim) Randolph is prototype publisher, and former *Harper's* managing editor David Stanford is editor.

Pearl debuts J.R. Ewing's Private Stock

SAN ANTONIO—J.R. Ewing's Private Stock, a superpremium beer made by Pearl Brewing Co., will reach shelves around the world this week as promotional efforts for the beer, licensed by Lorimar Productions (producer of "Dallas"), get under way. No ad plans have been set. Introduction will be handled with pr and promotional press parties. GSD&M, Austin, handles.

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R HAGERMAN SECY TC SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Reynolds execs spell out plans to sack competition

By SAM HARPER and JOHN J. O'CONNOR

WINSTON-SALEM, N.C.—It had been several days since President Carter had stumped for votes here, but the guest-hungry Holiday Inn still hadn't gotten around to taking down a "Welcome, Mr. President" message.

In contrast to the hostelry's lackadaisical attitude, the mood at the R. J. Reynolds Tobacco building about a half-mile away is upbeat and aggressive.

In scarcely more than one year, the nation's No. 1 cigaret marketer has shed its "sleeping giant" image by mounting a massive attack on its industry brethren.

■ To a large degree, two men are responsible for ridding the company of a mood that prior to their arrival "was something you might expect of a Frank Campbell funeral home," as an RJR supplier described it.

The architects of RJR's get-tough-with-the competition strategy are Edward A. Horrigan Jr., chairman and president, and Gerald H. Long, exec vp. The pair took over the reins of the R. J. Reynolds Industries' subsidiary in the fall of 1979.

E. Horrigan Jr.

G. Long

By now, the five other tobacco companies—including archrival Philip Morris U.S.A.—should be well aware that RJR is on the offensive and isn't taking prisoners. But just in case that message hasn't sunken in, Messrs. Horrigan and Long last week invited some two dozen reporters here for a show-and-tell session concerning the company's sales resurgence.

Nor did they hesitate to discuss their competition. In sizing up RJR's most formidable and fast-gaining foe, Philip Morris, the stocky, greying Mr. Long said with an unmistakably New York accent, "They've had a pretty good show for ten years, but not anymore." He stressed that PM will not overtake RJR in 1980, as some analysts had predicted.

As for Lorillard, whose Triumph comparative ad campaign is being contested in court by RJR, the hard-nosed exec observed, "The

(Continued on Page 114)

Cookies get fresh marketing

By NANCY GIGES

NEW YORK—Stepped up new product activity in the cookie segment of the $2.8 billion packaged biscuit market may indicate a return to growth for the sweets, which have declined in unit sales for the past 18 months.

Nabisco has just put three new cookies in test markets and Pepperidge Farm is rolling into two new areas with two new varieties. The new Nabisco items are Nana Banana creme sandwich cookies, I Screams n' You Screams creme sandwich cookies and Oatmeal & Fruit Soft Snacks.

The sandwich cookies are getting newspaper support in the areas where they're marketed, Nana Banana in the Southwest and I Screams in the Northeast. The oatmeal snack item, packaged in pairs in six foil packs to a box, also is getting newspaper support in the Northeast. William Esty Co. handles.

The latter product is a direct competitor to the Grandma's line that Frito-Lay bought earlier this year and is preparing to expand nationally next spring (AA, Aug. 18).

Pepperidge Farm is introducing its new specialty cookies, Geneva and Cappucino, into the Southwest at the end of this month and into New England next month. Geneva is described as an oval biscuit layered with chocolate and topped with bits of pecans; Cappucino is a rich coffee-flavored cookie with chocolate filling. Ogilvy & Mather handles the Pepperidge Farm line.

Prior to 1979, the cookie segment of the total market had been growing slightly, while the cracker segment was down. But that trend reversed itself and cookies have been down about 2% for the past 18 months.

According to the Biscuit &

(Continued on Page 116)

Swift asks: When do you use Soup Starter?

"Cook smarter with Soup Starter" is the theme of a new repositioning effort for the Swift & Co. product. Tv commercials, along with radio, magazine, newspapers and couponing support, will tout it as a dinnertime entree for busy homemakers. The campaign, to break in November, is the first creative work for Swift by its new agency, Foote, Cone & Belding, Chicago. Total coupon drop put at 130,000,000.

Global, one-on-one ads seen

By JENNIFER PENDLETON

MONTEREY, CAL.—"World" commercials may be coming in tv advertising as satellites open up new markets, while elsewhere the new technologies and computers could combine to produce ad messages that would address consumers individually—in the tone and manner they prefer.

What else is likely to happen? Newspapers will become "Zip-coded" and tailored to the point where subscribers would receive only those parts they want.

These were a few of the projections and predictions set forth at the American Assn. of Advertising Agencies annual western conference here.

Commercials geared to audiences around the world will have language problems to deal with, but that could be resolved by a return to strong visual, something advertising needs anyway, the conference was told by Foote, Cone & Belding president John E. O'Toole.

The newspaper of coming years was seen as "the microcosm of our new informational society" by John Naisbitt, senior vp, Yankelovich, Skelly & White. Now often "too heavy to lift," they'll "devolve into Zip-code newspapers, tailored to income and life style, sectionalized in some respects, decentralized in others."

Mr. Naisbitt said this could also mean a change in the "sovereignty" of editorial, with readers becoming more involved in deciding what is supplied.

The computer's place is likely that of "confidant and advisor" to its masters in the home, said Andrew Lipinski, senior research fellow, the Institute of the Future, Menlo Park, Cal. "Man and woman will be enlarged to man and woman and computer, the computer becoming an accepted part of the home environment," said Mr. Lipinski.

"Without too much work," he said, "it is possible to make computers nicer than most people"—

(Continued on Page 114)

Pols shift efforts to key states

By LEAH ROZEN

NEW YORK—With only two weeks left in the presidential campaign, Democratic incumbent Jimmy Carter and Republican challenger Ronald Reagan are concentrating their advertising efforts on key states.

Although neither candidate's advertising strategists are talking much, it is clear that the final weeks will see much heavier tv and radio spot buys in such states as Pennsylvania, New York, Florida, Ohio, Illinois and California. These are the states with the most electoral votes and are crucial to the election of either man.

In an effort to win these voters, both Mr. Carter and Mr. Reagan are running endorsement ads by local and national political figures. Mr. Carter is running spots with Sen. Bill Bradley in New Jersey; Gov. Ella Grasso and Sen. Abraham Ribicoff in Connecticut; Los Angeles Mayor Tom Bradley, San Francisco Mayor Diane Feinstein and Gov. Jerry Brown in California; Gov. Robert Grahm in Florida; Gov. Richard Riley in South Carolina, and Gov. William Winter in Mississippi.

Additionally, he is running spots with Massachusetts Sen. Edward Kennedy in selected markets (AA, Oct. 13) and spots featuring local black officials in major cities. Rafshoon Communications handles.

▪ Former California Gov. Ronald Reagan is wheeling out his big gun endorsers as well. In addition to spots featuring running mate George Bush and former President Gerald Ford, Mr. Reagan's tv backers include Gov. Richard Thornburgh in Pennsylvania, Gov. Jim Thompson in Illinois and Gov. Lee Dreyfus in Wisconsin.

In Ohio, a key industrial state, Mr. Reagan has endorsement spots featuring Gov. James Rhodes. In the same state, Mr. Carter is running an ad featuring footage from his campaign appearance there, along with clips of Ohio Sen. John Glenn.

A spokesman for Campaign '80, the agency formed especially to handle the former movie star's presidential campaign, said last week that the Republican candidate has not shot any commercials in over a week and that, as of late last week, no new spots were

(Continued on Page 113)

highlights

Monday, October 20, 1980

Volkswagen of America has signed actress Elke Sommer and race car driver Johnny Rutherford as spokespersons. *See Page 4.*

Chewing through a successful effort to revive its gum business, Wm. Wrigley Jr. Co. is launching another strategy for the next 10 years. *See Page 12.*

Seiko Time Corp. will launch three new lines of watches to be supported by $9,500,000. *See Page 24.*

Hanes Group's L'erin division has encountered problems at retail with L'erin cosmetics. *See Page 26.*

The National Advertising Division reviewed eight challenges to national advertising last month. Five were substantiated. *See Page 30.*

The Australian government used three airplanes as a bargaining tool and came away from Europe with a good trade deal. *See Page 34.*

"The business world's balance sheet is socially in the red," said Jacques Bouchard, president of BCP Advertising, Montreal. *See Page 36.*

The toy industry generally seems to be holding its own in this recession year, but Ideal Toy Corp. is one major having some problems. *See Page 38.*

Anheuser-Busch is brewing a heavy promotional push for 1981. *See Page 42.*

Modern Maturity is grossing nearly $1,000,000 an issue in ad revenues—and the magazine's editor, Hubert Pryor, predicts this is "just the tip of the iceberg." *See Page 46.*

Husbands are critical of the changing role of women because it means that men must do more unappealing household chores, according to a Doyle Dane Bernbach survey. *See Page 60.*

Joe Grant explains how Gulf Oil Corp. marketed the *National Geographic* specials on PBS in 1980 to highlight its role as underwriter of the specials. *See Page 63.*

Hooper White suggests five ways to get the most out of production budgets for commercials. *See Page 66.*

George White, former president of Vos & White, has pleaded guilty to defrauding former client LaSalle Extension University. *See Page 72.*

American Airlines and TWA are both using the Pittsburgh Steelers in certain tv commercials. *See Page 74.*

Special ADVERTISING AGE July sweeps Arbitron analysis ranks tv stations in markets 51 through 100 with favorite advertising target, women 18 to 49. *See Page 82.*

Jif and Skippy continue to vie for top shares in the peanut butter market. *See Page 104.*

Procter & Gamble Co. is not about to give up on the sanitary protection market, despite a $75,000,000 write-off for its withdrawal of Rely tampons. *See Page 117.*

Smith-Corona has brought out an electronic typewriter aimed at business customers and SCM shareholders alike. *See Page 118.*

J&J wins a round in a court battle with Carter-Wallace. *See Page 118.*

Section 2

How do the leaders of market/advertising research view the future of their craft? What problems lie ahead? What can be learned from the past? These and other questions are explored in this week's Section 2/Market/Advertising Research, starting opposite Page 62.

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Panax sells 4 papers to Liverpool

CHICAGO—A British publishing company last week increased its U.S. holdings with the purchase of four Illinois newspapers. The Liverpool Daily Post and Echo Ltd., which publishes two daily newspapers in that city, also agreed to buy two printing companies in Illinois and Indiana.

The Illinois papers, all formerly owned by Detroit-based Panax Publishing Co., are the *Daily Calumet*, an 8,680-circulation paper serving Chicago's south suburbs; the *Sun-Journal*, a 9,800-circulation tri-weekly serving communities along the Illinois-Indiana border near Chicago; *Calumet Day*, a 13,100 circulation bi-weekly serving the Indiana towns of East Chicago, North Hammond and Whiting, and the *Rantoul Press*, a 10,300 circulation weekly serving that central Illinois town.

The printing companies, Lithotype-Midwest of Lansing, Ind., and Rantoul Printing in Rantoul, print all of the newspapers that changed hands in the deal.

For Panax, the sale is the latest

(Continued on Page 116)

Wrigley looks beyond gum

Crain News Service

CHICAGO—Wm. Wrigley Jr. Co. is launching a two-pronged strategy for the next decade.

With its five-year effort to revive its gum business having successfully reestablished the company as No. 1 in the industry, Wrigley has created a new division to manufacture a cheaper metalized paper that could produce $200,000,000 in annual sales in the next decade.

At the same time, the company's corporate development department, created last year (AA, April 2, '79), is gearing up to take Wrigley beyond its chewing gum base in consumer products.

The changes at Wrigley, which earned $35,000,000 on sales of $504,000,000 last year, could be far-reaching. The 53-year-old company saw its market share shrink in the mid-1970s as Warner-Lambert Co.'s American Chicle and Squibb Corp.'s Life Savers division brought out new gums appealing to children and teen agers. But in 1975, Wrigley revamped its sales force and began a new product effort that brought five new gums to market and bolstered its share to 33% of the market, compared with 30% only last year.

▪ The product added to the existing franchise of Spearmint; Juicy Fruit and Doublement (all introduced prior to 1915) were Freedent, Big Red, Orbit sugar-free gum, Orbit bubble gum and Hubba Bubba chunk bubble gum.

But the main gun in the arsenal (aside from the highly successful Hubba Bubba) aimed against the competition was new advertising—campaigns for Doublemint, Spearmint and Big Red, all supported with increased spending. This effort significantly shored up those three brands.

That battle is not over, however. Life Savers is in the process of introducing its new Replay brand, a chunk gum in spearmint, peppermint and cinnamon flavors, and directly positioned against those three Wrigley brands (plus American Chicle's Dentyne), touting longer-lasting flavor. The move was labeled as "a bold frontal assault" by Wrigley's vp-marketing Ronald Cox, and the company is preparing to meet that challenge.

▪ But with the new development of the metalized paper, "We have a brand new field opening up," said Bozdar Bulovic, exec vp at Wrigley. Adds a source close to the new venture: "Wrigley could become a completely different company."

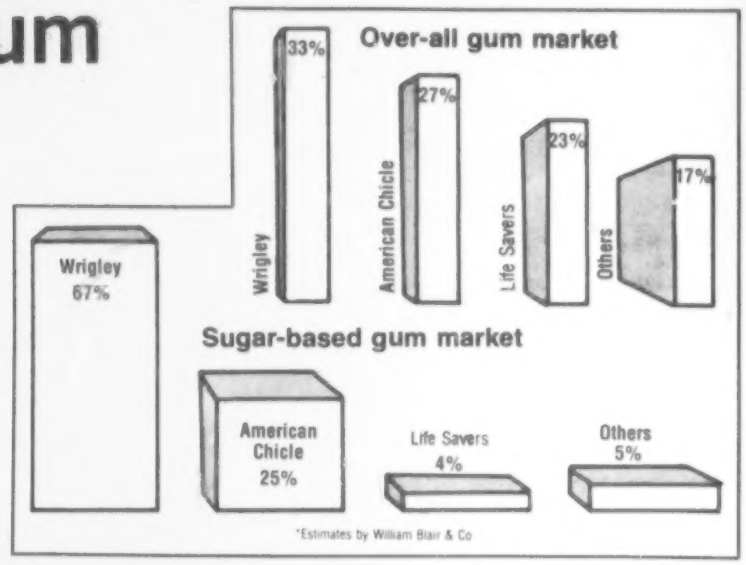
As yet Wrigley's Wrico Packaging division has no direct competition for the reflective paper that gives the appearance of aluminum foil but resists creasing. Wrigley substituted the new foil for its own gum wrappers six months ago, but its greatest potential lies in converting the labels now used on beer bottles and cigaret packages and a host of other applications.

The Wrico paper is much shinier than conventional products, but it uses less than 1/200th the amount of aluminum contained in foil wrappers. The manufacturing process, licensed two years ago from a small Spanish printing company in Barcelona, represents a technological breakthrough in the transfer method of metalization, creating significant cost savings and better quality.

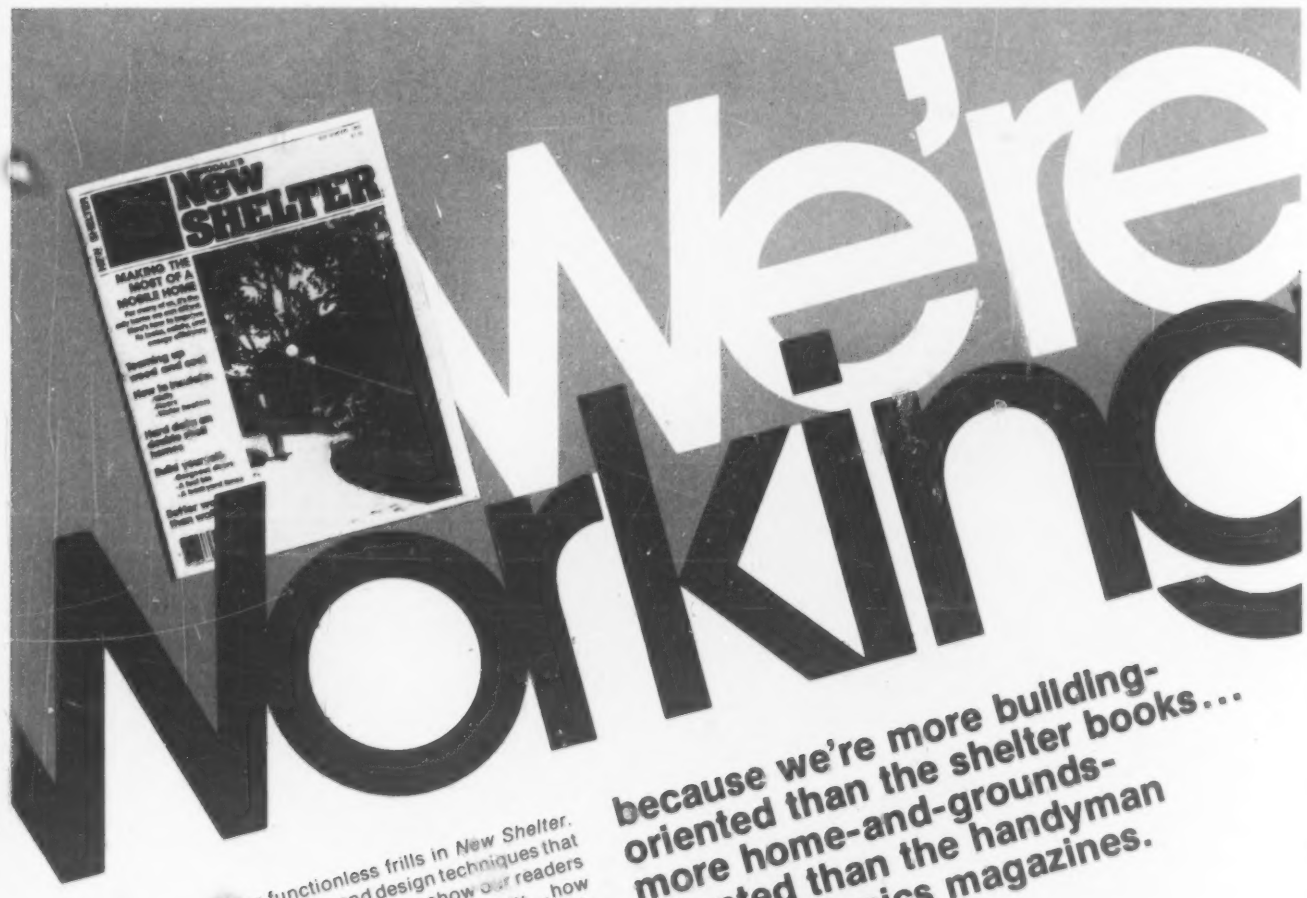
▪ Wrigley's expansion into new impulse-purchase products, such as candy or mints, will use the same distribution and merchandising channels that Wrigley's gum uses. Wrigley will either purchase these new products by acquiring other companies, or develop the products internally.

Meanwhile, Wrigley must decide what to do with Overtime, its latest product. In test market for seven months, the gum with a liquid center has failed to meet company goals.

"If Overtime doesn't achieve the level of consumer acceptance I think it should, we will not roll it out nationally," says Mr. Cox. #



Wrigley's leadership of the over-all gum market (with 33%) is based on its 67% share of sugar-based gum sales. Life Savers holds the sales lead in bubble gum (29%) and in sugar-free gum (43%).



because we're more building-oriented than the shelter books... more home-and-grounds-oriented than the handyman and mechanics magazines.

There's no room for functionless frills in *New Shelter*. We provide solid construction and design techniques that make the *real* home improvements. We show our readers how to cut down on energy waste and save money... how to grow food among the flowers... how to make their homes more productive. *New Shelter* is focused specifically on the needs of a new breed of homeowner. They're self-reliant, aware, and they're making preparations to take on the big job of transforming their homes into pleasing and practical dwellings.

And it's working.

In just six months, *New Shelter*'s circulation base has risen to 350,000. That's an increase of 55%. A Chilton study of our early subscribers shows an affluent audience with hands-on experience in home improvement and repair work. For example, 90% completed a home improvement project in the past twelve months and 95% own power tools.

Your advertising can reach the kind of reader who is primed and ready to use your building, remodeling and decorating materials, tools, plans and other home-and-grounds-related goods and services. Reserve your space today.

RODALE'S New SHELTER

We help you build for the future.

33 East Minor Street
Emmaus, Pennsylvania 18049 (215) 967-5171

RODALE'S New SHELTER

Attn: Sanford T. Beldon
33 East Minor Street
Emmaus, PA 18049

- ☐ Send me a complete media kit.
- ☐ Reserve my advance copy of the Fall, 1980 *New Shelter* subscriber study (conducted by Don Bewdren Associates).
- ☐ Send me a calendar of special topics for 1981 issues.
- ☐ Have your representative contact me.

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____

Kane joins Ansel

Ansel Productions, New York, has added Art Kane, print ad photographer and tv commercials director. Mr. Kane, whose best known work includes tv spots for Yves St. Laurent jeans and Miller Brewing Co.'s "Miller time," will be available "for select commercial assignments," said Jerry Ansel.

100 Leaders addenda

The following are additions and corrections to the 100 Leading Advertisers issue, Sept. 11:

Through printer error, advertising and sales figures for these companies on the Advertising as a Per Cent of Sales table on Page 8 appeared incorrectly. The correct figures are: Ford Motor Co., sales—$43,513,700,000; Volkswagen of America, advertising—$55,000,000, sales—$17,150,000,000, advertising as per cent of sales—0.3%; Mars Inc., sales—$887,600,000.

American Express Co.: Ron Friedman is vp-service establishment industry marketing and advertising; his name was not included.

Kraft Inc.: Ward Archer & Associates, Memphis, is the agency for Kraft Industrial Foods, not Merrill Dremer Inc.

PepsiCo Inc.: Willard C. Korn is senior vp, Frito-Lay, the name was incorrectly spelled; W. Bradford Todd is director, marketing services for Frito-Lay.

Pillsbury Co.: Harry Clark is account director at J. Walter Thompson Co. on Burger King; Ron Sherman is no longer management director on the account.

Sears, Roebuck & Co.: Chiat/Day, Los Angeles, is the agency for Allstate Savings & Loan Assn., not J. Walter Thompson Co.

UAL Inc.: The 1979 drop in sales is 124%, not 76% as reported.

Wm. Wrigley Jr. Co.: Christopher E. Sundstrom is marketing director, N. Hoegh-Guldberg is marketing manager.

Philip Morris Inc.: Correct marketing personnel for Miller Brewing are: William K. Howell, president; Lauren S. Williams, exec vp; Thomas B. Shropshire, senior vp; William A. Saupe, vp-planning and development; William C. Catlin, director of brand management; Jon Garner and Robert Toledo, group product directors; Doug Rogers, brand manager, Miller High Life; William Barrett, brand manager, Miller Lite; Jerome Schmutte, brand manager, Lowenbrau; Leonard Goldstein, vp-sales.

Transamerica Corp.: Marketing and personnel were inadvertently left out:

TRANSAMERICA CORP.

MARKETING PERSONNEL

Jane W. Hall, vp-corporate relations
William H. McClave, director of corporate relations

ADVERTISING AGENCY

Chiat/Day/Hoefer, Los Angeles—corporate and financial advertising—Richard M. Topkins, acct mgt super; Donna Larrabee, acct super.

UNITED ARTISTS CORP.

MARKETING PERSONNEL

Gene Goodman, senior vp-domestic sales
Hy Smith, vp-worldwide adv & publicity
Ed Seigenfeld, vp-foreign adv & publicity
Fred Hift, vp-foreign adv & publicity
Leslie Littlehale, director of adv
Terry Steiner, media director

ADVERTISING AGENCY

Diener/Hauser/Bates, New York—domestic product group—David Rosenfelt, acct super; Barbara Pisapia, acct exec; Debbie Greene, asst acct exec.

BUDGET RENT A CAR

MARKETING PERSONNEL

Gerald Entman, senior vp-mktg
Meg Jacobson, vp-consumer mktg & adv
Beverly Nicksic, director of adv
Sandra Hughes, regional adv director
Karen Keller, local adv director

ADVERTISING AGENCIES

McCann-Erickson, Chicago—consumer & travel trade—Don Effler, mgmt super; Jack Trytten, acct super; Gunde Ositis, acct exec.

Robert Visschers & Associates, Chicago—local support materials—Robert Visschers, mgmt super.

TRANSAMERICA AIRLINES

MARKETING PERSONNEL

Jack O'Brien, senior vp-mktg
Steve Berger, vp-sales
George Paulos, vp-scheduled service
Richard Slakoff, director of corporate communications

ADVERTISING AGENCY

Chiat/Day/Hoefer, San Francisco—Sharron Cannarsa, acct exec.

OCCIDENTAL LIFE INSURANCE CO. OF CALIFORNIA

MARKETING PERSONNEL

David R. Carpenter, chief mktg officer
William B. Stannard Jr., exec vp-agencies
Robert W. Graf, second vp-adv & corporate communications
Scott G. Halversen, adv department

ADVERTISING AGENCY

Dailey & Associates, Los Angeles—Roger van Remmen, acct super; Mike Heiser, acct exec; Mike Ridel, associate creative director.

TRANSAMERICA FINANCIAL CORP.

MARKETING PERSONNEL

John Boyon, vp-mktg
Juho Arens, director of mktg
Michael Carney, director of communications

ADVERTISING AGENCY

Ayer Jorgensen Macdonald, Los Angeles—Christian Jorgensen, acct super.

TRANSAMERICA DELAVAL

MARKETING PERSONNEL

B. E. Deichman, vp-mktg
P. C. Keith, field sales mgr, domestic mktg
T. L. Dietzel, mgr-adv & sales promotion

ADVERTISING AGENCIES

Mort Barish Associates, Princeton, N.J.—steam condensors, filters—Paul Gelber, acct super.

G&C Advertising, Princeton, N.J.—turbines, compressors, pumps—Robert Gosselin, acct super.

Sparkman Advertising, Palos Verdes, Cal.—pressure, temperature, level & flow switches—Myra Sparkman, acct exec.

The Matlin Co., Washington Crossing, Pa.—pumps, worm gears—Nathaniel Matlin, acct exec; David Matlin, acct exec.

John F. Straubel Communications, Portola Valley, Cal.—diesel engines—John Straubel, mgmt super.

TRANSAMERICA INSURANCE GROUP

MARKETING PERSONNEL

Andy Polarek, vp-sales
E. J. Cogan, mgr-adv & sales promo

ADVERTISING AGENCY

Brown, Keefe, Marine/Bowes, Los Angeles—Charles Brown, acct super.

TRANSAMERICA INTERWAY

MARKETING PERSONNEL

Frank R. Sinclair, director-adv & public relations

ADVERTISING AGENCY

In-house.

Jones shop moves

Terri Jones Advertising, Dallas, has moved its offices to 3116 Hood St. 75219.

Asian Banking
PAYOFF SPACE
MARKET/MEDIA ASSOCIATES
Midwest Reps: 312/251-2541

WE DELIVER
750,000
CALIFORNIA HOMES
BEAUTIFULLY

JOURNEY

A TRAVEL MAGAZINE FOR CALIFORNIA NEWSPAPERS

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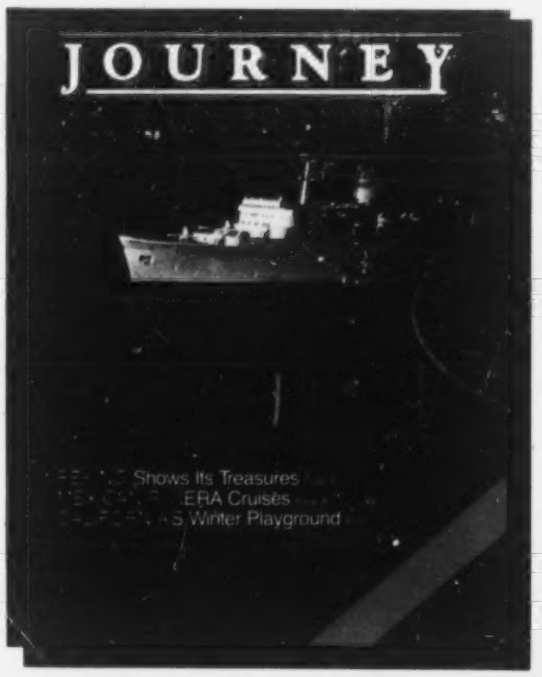

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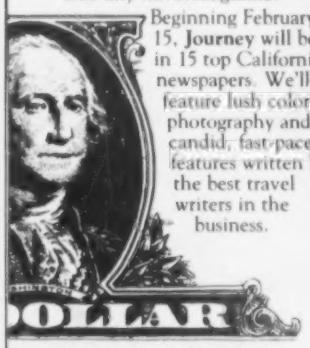

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Who's ahead with young men and women viewers

(in July Arbitrons for markets 51 to 100)

Station	Women 18-49 TSA share	Men 18-49 TSA share	Sign-on Sign-off ADI home share	Late Fringe ADI home share
SAN ANTONIO (51)				
KSAT-TV (A)	45	44	35	53
KENS-TV (C)	27	32	32	19
KMOL-TV (N)	22	22	23	18
KWEX-TV	6	2	5	3
FLINT/SAGINAW/BAY CITY (52)				
WJRT-TV (A)	44	42	29	21
WNEM-TV (N)	38	42	34	41
WEYI-TV (C)	18	15	13	9
WJIM-TV (C) (Lansing)	—	—	4	5
GREENSBORO/WINSTON SALEM/HIGH POINT (53)				
WFMY-TV (C)	39	39	36	30
WGHP-TV (A)	35	31	25	26
WXII-TV (N)	26	31	23	29
WBTV (C) (Charlotte)	—	—	4	4
WICHITA/HUTCHINSON (54)				
KARD-TV (N)	38	39	27	42
KAKE-TV (A)	34	35	28	23
KTVH (C)	28	26	26	16
LITTLE ROCK (55)				
KATV (A)	43	39	35	47
KARK-TV (N)	31	35	31	29
KTHV (C)	27	26	23	17
TOLEDO (56)				
WTOL-TV (C)	38	37	31	28
WTVG (N)	31	33	29	39
WKBD (Detroit)	—	—	5	6
TULSA (57)				
KTUL-TV (A)	50	43	33	39
KOTV (C)	27	26	26	18
KTEW (N)	23	26	23	24
SHREVEPORT/TEXARKANA (58)				
KTBS-TV (A)	43	38	30	27
KSLA-TV (C)	36	38	32	35
KTAL-TV (N)	21	25	17	21
KLTV (A/N) (Tyler)	—	—	3	—
KNOXVILLE (59)				
WBIR-TV (C)	50	46	36	29
WATE-TV (A)	36	42	28	30
WTVK (N)	14	13	15	19
MOBILE/PENSACOLA (60)				
WKRG-TV (C)	41	41	34	28
WEAR-TV (A)	34	32	29	25
WALA-TV (N)	25	26	21	26
WLOX-TV (A) (Biloxi/Gulfport/-Pascagoula)	—	—	4	3
WTBS (Atlanta)	—	—	3	5
ROANOKE-LYNCHBURG (61)				
WDBJ-TV (C)	45	43	37	33
WSLS-TV (N)	27	30	26	35
WSET-TV (A)	27	26	18	10
DES MOINES (62)				
WOI-TV (A)	39	30	24	23
KCCI-TV (C)	35	35	33	29
WHO-TV (N)	26	35	26	35
SYRACUSE (63)				
WTVH (C)	37	41	31	34
WSTM-TV (N)	31	32	29	33
WIXT (A)	31	27	22	13
RICHMOND (64)				
WTVR-TV (C)	39	32	38	42
WXEX-TV (A)	31	32	29	20
WWBT (N)	31	36	26	31
OMAHA (65)				
KETV (A)	41	35	31	29
WOWT (C)	31	31	32	26
KMTV (N)	28	35	25	36
KOLN-TV (C) (Lincoln)	—	—	4	3
JACKSONVILLE (66)				
WJXT (C)	46	41	43	41
WTLV (A)	29	33	25	21
WJKS-TV (N)	23	26	17	22
WTBS (Atlanta)	—	—	3	4
GREEN BAY (67)				
WFRV-TV (N)	35	35	31	29
WBAY-TV (C)	32	35	30	46
WLUK-TV (A)	32	30	27	18
WLUC-TV (C/A/N) (Marquette)	—	—	3	—
ROCHESTER (68)				
WOKR (A)	37	33	31	25
WHEC-TV (C)	26	24	25	22
WROC-TV (N)	22	19	18	24
WUHF	15	24	15	22

(Continued on Page 84)

These tables show the tv stations in markets 51 to 100 ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering July 9 through Aug. 5. The last three columns cover men aged 18 to 49, and household shares for the full telecast day and late fringe.

The people shares are based on the total station area; the last two columns on homes in Arbitron's area of dominant influence (ADI). These figures were compiled for ADVERTISING AGE from the Arbitron books by a veteran tv researcher.

Initials in parentheses indicate network affiliation (ABC, CBS, NBC); stations without initials are independents. Late fringe is 11:30 p.m. to 1 a.m. Monday-Friday in eastern and Pacific time zones. In Central and Mountain zones, each is one hour earlier.

These lists include local network affiliates and share runners-up in each market whether local indies or distant stations, affiliated or independent. Not all stations are listed. A blank under any column indicates not reported. Stations appear if they drew a minimum 3 sign-on to sign-off household share.

Network fare dominates in tv markets 51 to 100

By MAURINE CHRISTOPHER

NEW YORK—Middle-size American markets continue to be very much network tv turf, with ABC holding an edge over CBS in a spirited race, according to the latest ADVERTISING AGE analysis of Arbitron local rating sweeps.

This compilation of markets 51 through 100 concentrated on women 18 to 49 and their male counterparts as measured in July rating reports covering households and people viewing for July 9 through Aug. 5. Stations in each market were ranked on the basis of shares among young women in the total survey area. The data were compiled by a veteran broadcast researcher.

By this yardstick, ABC affiliates edged out the competing networks in 22 of the markets. CBS outlets won in 17 markets, the largest being No. 53, Greensboro-Winston Salem-High Point, where WFMY-TV scored a 39 to 35 for WGHP-TV, the ABC voice in the market.

WFMY-TV swept all four columns, scoring a 39 share with men 18 to 49, a 36 homes share in sign-on to sign-off and a 30 homes share in late fringe. Unlike the demographic shares, the households numbers reflect viewing in Arbitron's area of dominant influence only, rather than total survey area.

NBC stations won in 11 markets in terms of women (18 to 49) viewers. Its territory included market No. 54, Wichita-Hutchinson, where KARD-TV bested KAKE-TV (ABC) 38 to 34. The NBC outlet also won by a landslide in late fringe, scoring a 42.

NBC also was looking good in Columbia, S.C., where WIS-TV dominated all four columns in a walkaway. With young women shares it was 38 for WIS-TV to 19 for runner-up WLTX-TV (CBS). WIS-TV is in the fortunate position of being a vhf station up against two less powerful uhfs.

One of ABC's powerhouses was KSAT-TV in the No. 51 ADI, San Antonio. Its scores: A 45 share

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Top 10 stations in top 100 markets in sign-on to sign-off home shares

Rank	Station	Arbitron ADI Household Share
1.	**WBRC-TV** (A) Birmingham (49)	51
2.	**KYTV** (N) Springfield, Mo. (83)	46
2.	**KELO-TV** (N) Sioux Falls/Mitchell (95)	46
4.	**WIS-TV** (N) Columbia, S.C. (97)	44
5.	**WJXT** (C) Jacksonville (66)	43
5.	**KOLN-TV** (C) Lincoln/Hastings/Kearney (85)	43
7.	**WWL-TV** (C) New Orleans (34)	39
7.	**WCYB-TV** (N) Bristol/Kingsport/Johnson City (84)	39
9.	**WHIO-TV** (C) Dayton (44)	38
9.	**WTVR-TV** (C) Richmond (64)	38
9.	**WCAX-TV** (C) Burlington/Plattsburgh (98)	38
9.	**KWTX-TV** (A/C) Waco/Temple (100)	38

Network affiliation and Arbitron market rank in parentheses.

Who's ahead with young men and women viewers

(in July Arbitrons for markets 51 to 100)

Station	Women 18-49 TSA share	Men 18-49 TSA share	Sign-on Sign-off ADI home share	Late Fringe ADI home share
(Continued from Page 82)				
FRESNO (69)				
KJEO (A)	30	27	22	22
KFSN-TV (C)	24	23	24	29
KMJ-TV (N)	24	27	21	34
KMPH-TV	18	23	16	—
DAVENPORT/ROCK ISLAND/MOLINE (70)				
WQAD-TV (A)	36	39	25	22
WOC-TV (N)	32	39	28	40
WHBF-TV (C)	32	22	26	17
CHATTANOOGA (71)				
WTVC (A)	41	36	27	26
WDEF-TV (C)	31	32	29	25
WRCB-TV (N)	28	32	27	26
SPRINGFIELD/DECATUR/CHAMPAIGN (72)				
WCIA (C)	37	36	32	26
WAND (A)	33	27	25	19
WICS-TV (N)	27	32	23	33
SPOKANE (73)				
KXLY-TV (A)	40	33	29	24
KHQ-TV (N)	32	28	28	37
KREM-TV (C)	28	39	26	25
PORTLAND/POLAND SPRING (74)				
WCSH-TV (N)	30	33	25	30
WGAN-TV (C)	30	28	26	28
WMTW-TV (A)	26	28	19	13
ALBUQUERQUE (75)				
KOAT-TV (A)	45	40	34	43
KOB-TV (N)	27	30	25	19
KGGM-TV (C)	21	25	23	20
KLKK-TV	3	5	4	5
PADUCAH/CAPE GIRARDEAU/HARRISBURG (76)				
WPSD-TV (N)	35	33	36	44
KFVS-TV (C)	29	33	35	26
WSIL-TV (A)	18	17	12	9
WEST PALM BEACH (77)				
WPTV (N)	28	21	29	24
WPEC (A)	28	21	20	22
WTVX (C) (Fort Pierce-Vero Beach)	11	7	7	10
JOHNSTOWN/ALTOONA (78)				
WJAC-TV (N)	33	30	31	37
WTAJ-TV (C)	27	30	31	28
WOPC (A)	(Channel 38—no audience shown)			

Station	Women 18-49 TSA share	Men 18-49 TSA share	Sign-on Sign-off ADI home share	Late Fringe ADI home share
CEDAR RAPIDS/WATERLOO (79)				
KCRG-TV (A)	29	30	28	19
KWWL-TV (N)	29	40	34	53
WMT-TV (C)	21	30	27	20
JACKSON, MISS. (80)				
WLBT (N)	35	33	35	47
WJTV (C)	29	25	29	20
WAPT-TV (A)	18	17	14	10
YOUNGSTOWN (81)				
WKBN-TV (C)	31	27	30	33
WYTV (A)	25	18	21	15
WFMJ-TV (N)	19	18	20	24
SOUTH BEND/ELKHART (82)				
WSBT-TV (C)	33	30	30	28
WNDU-TV (N)	33	40	28	39
WSJV-TV (A)	27	20	20	15
SPRINGFIELD, MO. (83)				
KYTV (N)	50	42	46	53
KOLR-TV (C)	33	25	30	25
KMTC (A)	17	17	11	10
BRISTOL/KINGSPORT/JOHNSON CITY (84)				
WCYB-TV (N)	39	42	39	33
WJHL-TV (C)	33	25	31	37
WKPT-TV (A)	11	8	8	—
LINCOLN/HASTINGS/KEARNEY (85)				
KOLN-TV (C)	36	33	43	31
KHGI-TV (A)	21	22	16	16
KHAS-TV (N)	7	11	11	13
SPRINGFIELD, MASS. (86)				
WGGB-TV (A)	36	33	30	25
WWLP (N)	21	22	25	33
PEORIA (87)				
WRAU-TV (A)	39	27	26	16
WEEK-TV (C)	39	27	27	34
WMBD-TV (C)	21	18	23	30
EVANSVILLE (88)				
WTVW (A)	41	31	33	22
WFIE-TV (N)	24	31	25	40
WEHT-TV (C)	24	15	22	17
LEXINGTON (89)				
WKYT-TV (C)	33	27	34	33
WLEX-TV (N)	27	27	31	32
WTVQ-TV (A)	27	18	19	17

Station	Women 18-49 TSA share	Men 18-49 TSA share	Sign-on Sign-off ADI home share	Late Fringe ADI home share
TUCSON (90)				
KGUN-TV (A)	35	31	28	22
KVOA-TV (N)	24	23	26	33
KOLD-TV (C)	18	15	23	16
KZAZ-TV	12	15	11	14
LANSING (91)				
WJIM-TV (C)	33	23	31	25
WILX-TV (N)	20	23	23	31
BATON ROUGE (92)				
WBRZ (A)	35	43	37	50
WAFB-TV (C)	30	29	33	27
WRBT (N)	20	21	18	17
FARGO (93)				
WDAY-TV (N)	31	30	37	45
KXJB (C) (Valley City)	31	30	27	28
KTHI-TV (A)	23	20	21	15
FORT WAYNE (94)				
WPTA (A)	36	27	29	35
WANE-TV (C)	21	18	24	14
WKJG-TV (N)	21	18	19	27
WFFT-TV	14	18	15	9
SIOUX FALLS/MITCHELL (95)				
KELO-TV (C)	40	40	46	32
KSFY-TV (N)	27	30	27	44
KXON-TV (A)	13	10	12	9
HUNTSVILLE/DECATUR/FLORENCE(96)				
WAAY-TV (A)	33	31	28	27
WHNT-TV (C)	28	23	32	22
WAFF-TV (N)	17	15	16	25
WOWL-TV (N)	6	—	4	5
COLUMBIA, S.C. (97)				
WIS-TV (N)	38	36	44	41
WLTX-TV (C)	19	18	17	17
WOLO-TV (A)	13	9	13	11
BURLINGTON/PLATTSBURGH (98)				
WCAX-TV (C)	38	36	38	39
WPTZ (N)	23	27	22	24
WEZF-TV (A)	15	9	10	11
AUSTIN, TEX. (99)				
KTBC-TV (C)	33	27	34	25
KVUE-TV (A)	33	27	24	19
KTVV-TV (N)	20	27	21	29
WACO/TEMPLE (100)				
KWTX-TV (A/C)	35	36	38	29
KCEN-TV (N/N)	25	21	25	37

These tables show the tv stations in markets 51 to 100 ranked in terms of shares for women aged 18 through 49 as reported in the Arbitron July sweeps covering July 9 through Aug. 5. The last three columns cover men aged 18 to 49, and household shares for the full telecast day and late fringe.

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videotech/ BY MAURINE CHRISTOPHER

Can't go home again—at least to see cable

Television in my native East Tennessee is a far cry from what it is in channel-rich New York.

My grandmother's farmhouse near Russellville sits in a dip in the valley and picks up only WATE-TV (ABC) and WBIR-TV (CBS) from Knoxville, about 50 miles south. The third choice is public station WSJK-TV from Sneedville.

No one seems to mind very much. This long has been a household more likely to gladden the hearts of publishers than telecasters. For news, my father and aunt depend mostly on the *Knoxville Journal* and the *Morristown Citizen-Tribune*. Before my grandmother died there also was a Rogersville weekly to remind her of the days when she was a bride on Clinch Mountain in Hawkins County. Aunt Mary reads fiction mainly.

▪ For some time, the *Knoxville News-Sentinel* has been missing since it is no longer available by carrier. (My brother and I delivered that afternoon paper when we were children.) "What do I need it a day late for?" my father replied when I asked, "Why no *Sentinel*?"

Local radio choices abound. Ten miles away in Morristown, the county seat, and an expanding industrial center, there are three stations. Other nearby little towns have daytime outlets and the ones I flicked past all seemed to have plenty of commercials.

I had intended to catch up on cable, Tennessee style, when I visited my cousin, W.D., who is one of the few people I know in that part of the world who has been a catv subscriber for years.

No luck! He's moved out of range of Sammons Communications in Morristown. He's hoping the service will be extended since he particularly misses old movies and sports from WTBS, Atlanta, sports from ESPN and films from Home Box Office.

Both Jimmy Carter and Ronald Reagan were running saturation tv campaigns during my week in Tennessee, a state said to be too close to call in the presidential race. Still, in territory that's been Republican since Abraham Lincoln's time, the Democratic incumbent drew huge crowds during a brief stopover at Tri-Cities Airport. (But can all those school children vote?)

The newspapers looked extremely healthy, especially on food ad days. In the *Citizen-Tribune* the low-tar cigaret battle raged, with full pages for Salem Lights, Barclay and Vantage. This paper gave front-page play to two Jefferson County Piggly Wiggly stores that removed all tampons from their shelves after 16-year-old Angela French of Dandridge died of toxic shock syndrome.

▪ "We just decided until we got this thing cleared up we better pull all the brands off the shelves just to be on the safe side," Ronnie Sharp, manager of the stores, explained. He said Procter & Gamble had asked him to take Rely off the shelves, but he had received no instructions from other manufacturers.

The same day's paper carried the P&G ad asking consumers to stop using Rely and to return any supplies on hand to P&G for refunds.

* * *

Before leaving for Indian Summer and wild flower picking in the South, I had talked to Bill Rasmussen about why he was quitting ESPN.

Asked if Getty Oil forced him out at ESPN, the company he founded in mid-1978, Mr. Rasmussen said he resigned voluntarily to join his son, Scott, also an ESPN alumnus, in launching Enterprise Radio, which is due up on Westar III in January.

Chairman of ESPN at the time of his departure, the elder Mr. Rasmussen will assume the same title at Enterprise Radio, which, like ESPN, will concentrate on sports. He emphasized that he has signed a year's consultancy contract with Getty Oil, 85% owner of ESPN and a partner in the new Premiere pay tv network. He also retains his 14% interest in ESPN, which is now running a 24-hour a day schedule on Satcom I.

Already having been superseded at ESPN by Chet Simmons, president-chief executive officer, Mr. Rasmussen chose to move out to return to the center of action. "ESPN wasn't the first company I started and it won't be the last," he asserted. Preceding ESPN was Ad-Aid, an advertising packaging and distribution service, still going in Newark, but with which he is no longer associated.

For the future he indicated he looks forward to Enterprise Radio—satellites are perfect for radio, he thinks—and to working in pioneer projects for satellite-to-home program services.

▪ In California, Stuart Evey, the Getty Oil vp who watches over its cable interests, said the chairman's post would not be filled at ESPN. The network, he noted, set a new monthly record for cable homes added in September—900,000—and is now up to nearly 6,000,000 subscribers. #

Nets dominate 51 to 100

(Continued from Page 82)

with young women and just one below that with young men and a 35 household share throughout the broadcast day, climaxing with a 53 homes share in late fringe. CBS' KENS-TV was the runner-up in all four columns.

This study, like the earlier one on May sweeps, demonstrates again the scarcity of station choices in many markets below the 50 largest cities. Independents are not strong competitors in most of this territory.

In numerous cases these 51-100 markets reports are less complete than those for the major markets. Our researcher counted a minimum of 18 markets in which the number of reportable stations (by Arbitron's standards—call letters were in the books, but no figures) decreased from May to July. The most notable were West Palm Beach, where the number went from seven in May to three in July, and Lansing, where it dropped from eight to two.

An Arbitron spokeswoman explained that the data is not as comprehensive because July is not considered a "regular" sweeps month.

As a result, information on independents or other distant stations that scored at least a three sign-on to sign-off share in the ADI is more sketchy than it was in the May analysis (AA, Aug. 4). There are more blank columns in the tables this time around.

Independent superstation WTBS, Atlanta, turned up with a three sign-on to sign-off homes share in Mobile-Pensacola and in Jacksonville only.

The top 10 stations in the top 100 markets (the first 50 were in AA, Oct. 6) in sign-on to sign-off homes shares were paced by WBRC-TV (ABC), Birmingham, with a 51. Next at 46 were KYTV (NBC), Springfield, Mo., and KELO-TV (NBC), Sioux Falls.

The big three with women in markets 51 to 100, all scoring a 50 share with females 18-49: KTUL-TV (ABC), Tulsa; WBIR-TV (CBS), Knoxville, and KYTV (NBC), Springfield. WBIR-TV led with men in that age group at 46, followed by KSAT-TV, San Antonio, at 44.

Standouts in late fringe in order of their homes shares rank in markets 51-100 were: KSAT-TV, San Antonio, KWWL-TV, Cedar Rapids-Waterloo, and KYTV, Springfield, Mo., all clocking in with a 53. WBRZ, Baton Rouge, scored a 50 with stay-up-late homes. KATV, Little Rock, and WLBT, Jackson, Miss., both came in with a 47. #

Top 10 stations in Women 18-49 shares Arbitron markets 51-100

Rank		Share
1.	**KTUL-TV** (A) Tulsa (57)	50
1.	**WBIR-TV** (C) Knoxville (59)	50
1.	**KYTV-TV** (N) Springfield, Mo. (83)	50
4.	**WJXT** (C) Jacksonville (66)	46
5.	**KSAT-TV** (A) San Antonio (51)	45
5.	**WDBJ-TV** (C) Roanoke/Lynchburg (61)	45
5.	**KOAT-TV** (A) Albuquerque (75)	45
8.	**WJRT-TV** (A) Flint/Saginaw/Bay City (52)	44
9.	**KATV** (A) Little Rock (55)	43
9.	**KTBS-TV** (A) Shreveport/Texarkana (58)	43

Network affiliation and Arbitron market rank in parentheses.

Top 10 stations Men 18-49 shares Arbitron markets 51-100

Rank		July TSA Share
1.	**WBIR-TV** (C) Knoxville (59)	46
2.	**KSAT-TV** (A) San Antonio (51)	44
3.	**KTUL-TV** (A) Tulsa (57)	43
3.	**WDBJ-TV** (C) Roanoke/Lynchburg (61)	43
3.	**WBRZ** (A) Baton Rouge (92)	43
6.	**WJRT-TV** (A) Flint/Saginaw/Bay City (52)	42
6.	**WNEM-TV** (N) Flint/Saginaw/Bay City (52)	42
6.	**WATE-TV** (A) Knoxville (59)	42
6.	**KYTV** (N) Springfield, Mo. (83)	42
6.	**WCYB-TV** (N) Bristol/Kingport/Johnson City (84)	42

Network affiliation and Arbitron market rank in parentheses. Shares are based on total survey area. Survey period: July 9 to Aug. 5.

vidbits

There has been talk that Warner Amex might be gearing up for a January start for a music channel, which would showcase pop music just as the Movie Channel does films. But some Warner Amex officials say the go-ahead has not yet been given so "we're not definitely sure it'll happen yet."

The commercial tv networks have long run Halloween-themed specials in the evenings leading up to that date. Now, Home Box Office has come up with a Halloween week schedule, with movies "Halloween," "Dracula" and "Magic," plus specials "Great American Ghost Tour" and "Monsters, Madmen & Machines."

* * *

General Foods' "Hot Fudge Show," now in its sixth year, has been barter-syndicated to 90 markets for 78% coverage of U.S. tv households, according to Lexington Broadcast Services and producer MG Films, both New York. Next year, 78 past episodes will be offered for weekday stripping.

* * *

Michael J. Dorfsman, vp-pr at Charnas Inc., Hartford, Conn., agency, adds the title of executive director of the Connecticut Cable Television Assn., which is a Charnas pr account. Mr. Dorfsman will administer CCTA's operations, edit its newsletter and deal with legislative and regulatory agencies.

* * *

The 1980 Miss World beauty pageant will be carried live by satellite on Home Box Office on Nov. 13 at 8:30 p.m. (EST). It previously had been shown in syndication, weeks after the event.

* * *

Thinking Christmas yet? Some broadcasters, syndicators and advertisers are. Besides Interstate Brands and CBS-TV, which slated a Charlie Brown yule special for December months ago, Carter-Grant Productions, via Program Syndication Services, New York, is clearing tv stations for its "24 Days of Christmas" featurettes. Tuesday Productions, San Diego, has revamped its 12-hour "A Christmas Album" package of yule-themed songs for radio stations.

* * *

Capital Cities Communications' "Family Specials" package has been barter-syndicated to 143 tv stations for the 1980-81 season, including 22 of the top 25 markets. Bristol-Myers and Nabisco are the national sponsors for the six half-hour dramas.

* * *

General Electric is the latest sponsor on Black Entertainment Television's catv package. Besides GE, with a 39-week buy, another recent BET client is the Carter/-Mondale Re-Election Committee, with a six-week buy.

* * *

Modern Satellite Network, New York, has added 500,000 subscribers and 60 market areas since the National Cable Television Assn. convention last May. Its 380 catv systems now offer a potential 2,750,000 subscribers.

* * *

"Roaring Doughnuts," a children's tv series from United Children's Television, New York, will be distributed in the home video market by Home Theatre/-VCI, Hollywood. Each program videocassette will be sold for $40, accompanied by a 16-page tie-in booklet.

Co-op ads up in broadcast

NEW YORK—Some cooperative advertisers increased their use of tv and radio in July and August, according to Pinpoint Marketing Inc., an audit and processing service here.

The company's analysis showed that the swimming pool and floor covering companies placed national co-op spending during the two summer months as follows: 41% in newspapers, 29% in tv, 12% in radio, 11% in flyers and catalogs, 2% in outdoor and 5% in "other."

Pinpoint president Arnold Ferber, who also heads the Ferber & Strauss agency, noted that co-op spending by the photographic industry during the same period showed the following breakdown: 63% in newspapers, 2% in tv, 7% in radio, 21% in flyers and catalogs, 0.03% in outdoor and 6.97% in "other."

Mr. Ferber said the higher ratio of tv and radio in the pool and floor covering industries can be traced to sales results, greater promotion efforts by tv and radio sales representatives and "better proof of performance documentation," which gives marketers "more confidence" in broadcast for their co-op programs. #

Bernard exits 'Adweek'

Lawrence Bernard, formerly editor-in-chief of *Adweek* and more recently consulting editor to the magazine group, has resigned from A/S/M Communications, New York, owner of the regional publications. Mr. Bernard, who earlier had served as senior editor at ADVERTISING AGE, said he will announce his plans in the near future.

Advertising pages in October consumer publications

Current and October '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Women's				
††§Bride's Magazine	—	—	1,354.5	1,136.7
§Cosmopolitan	257.3	254.2	2,007.7	2,000.8
Essence	94.0	83.0	799.0	727.0
§Family Circle	110.3	138.5	1,224.1	1,379.9
▲Family Health	24.8	35.4	239.3	255.3
§Good Housekeeping	210.6	195.6	1,596.1	1,581.0
Ladies' Home Journal	129.1	151.5	1,017.9	1,077.6
Lady's Circle	8.4	12.8	87.6	94.1
McCall's	121.6	137.8	1,005.1	1,084.7
○McCall's Working Mother	81.7	61.0	357.8	156.9
††Modern Bride	—	—	1,084.1	1,079.8
Ms.	42.8	40.8	416.5	392.3
○New Woman	44.3	44.3	192.2	216.8
§Parents Magazine	79.4	58.3	612.4	509.3
Playgirl	48.7	48.9	542.5	451.1
Redbook	146.8	132.5	1,115.9	1,226.3
Self	77.0	62.9	605.1	428.2
Seventeen	103.5	111.2	1,148.0	1,182.6
Soap Opera Digest	7.3	9.5	116.3	107.0
'Teen Magazine	30.5	40.8	448.3	444.4
§True Story	56.5	64.5	497.4	571.7
§Woman's Day	128.5	120.4	1,267.0	1,264.6
The Workbasket	35.3	35.0	284.9	256.8
Working Woman	56.1	37.2	422.7	277.8
Total Group	1,894.5	1,874.1	18,442.4	17,902.7
General				
▲A.D. Magazine	14.2	15.7	136.6	115.0
After Dark	26.0	—	235.1	—
Air Progress	19.0	24.3	206.8	239.1
American Forests	20.5	31.7	154.9	159.9
American Legion	35.7	36.9	270.3	269.9
Apartment Life	77.4	63.7	516.5	501.6
§▲Architectural Digest	157.7	134.4	1,067.5	883.7
§The Atlantic Monthly	34.3	32.4	315.2	308.0
○Audubon Magazine	—	—	155.6	170.2
§Blueboy	23.0	27.4	284.2	258.1
§Bon Appetit	112.3	101.5	674.4	588.8
Book Digest	29.5	41.0	278.8	386.1
Changing Times	34.0	—	226.0	—
Christian Herald	58.0	44.3	389.3	369.7
Christian Life	40.9	31.9	279.0	293.4
*Christianity Today	104.8	71.4	602.0	535.5
Coast	224.8	119.0	1,932.8	2,068.0
Complete Men's Group	22.3	27.0	237.8	240.9
Country Journal	73.7	64.0	493.4	482.3
Creative Computing	100.5	75.3	848.7	581.5
▲Cuisine Magazine	57.3	64.3	357.7	315.3
Ebony	93.8	93.7	893.8	892.0
Elks Magazine	30.4	31.0	216.7	245.7
§Esquire	38.7	38.2	363.3	304.0
50 Plus	33.7	33.0	343.7	265.3
Flying	44.9	50.7	538.3	531.8
○Games	—	—	115.5	98.0
§Gentlemen's Quarterly	143.0	137.0	916.0	717.0
Golf Digest	59.9	97.1	685.4	806.9
§Golf Magazine	47.4	52.7	654.5	682.2
Gourmet	72.4	91.3	531.2	547.0
§Harper's Magazine	22.0	47.0	296.8	338.9
○Hi-Fi/Stereo Buyer's Guide	22.0	36.8	110.2	143.8
*High Fidelity	63.1	91.4	553.8	684.5
Income Opportunities	54.1	55.2	451.9	431.7
Kiwanis Magazine	20.4	23.8	168.3	177.1
Let's Live	91.0	99.4	912.0	931.3
Life	50.5	66.7	498.7	486.1
Lion Magazine	5.7	22.9	46.3	181.2
Modern Photography	126.8	136.4	1,147.4	1,115.9
§Money	94.4	91.0	752.8	681.6
Moneysworth	21.7	21.6	182.5	208.6
Moody Monthly	58.0	74.5	434.7	491.4
▲Moose Magazine	25.0	25.0	232.0	220.0
○Mother Earth News	64.2	48.9	310.9	222.1
○Museum	—	—	83.0	—
National Geographic	33.4	32.6	299.4	302.5
National Jewish Monthly	25.9	25.3	236.1	212.2
Natural History	31.1	54.2	378.9	365.8
○Next	—	—	99.0	—
Omni	81.1	74.2	491.6	352.1
§Oui Magazine	26.7	29.6	229.7	174.4
Panorama	30.5	—	193.9	—
§Penthouse Magazine	68.4	76.5	670.8	710.3
Petersen's Photographic	49.9	54.2	448.1	495.2
Playbill	60.1	55.7	444.8	404.5
§Playboy	98.2	107.4	1,092.1	1,094.8
Popular Photography	133.8	148.1	1,400.4	1,570.1
Prevention	99.6	116.6	891.2	1,075.2
Prime Time	30.2	—	193.2	—
Psychology Today	56.9	70.8	548.8	586.5
▲Quest '80	29.5	42.5	241.0	228.3
§Reader's Digest	128.7	156.2	934.2	1,101.4
Rotarian	29.9	23.8	226.4	211.4
††Saturday Evening Post	40.4	35.7	332.1	307.6
Saturday Review	37.6	71.3	398.7	533.4
Science '80	—	—	144.0	—
Scientific American	126.2	97.6	928.2	828.9
Signature	62.9	59.2	442.9	444.5
Smithsonian	115.6	94.3	790.4	660.2
Stereo Review	69.0	90.0	647.8	755.5
Success Unlimited	32.3	31.6	238.5	155.7
Tennis Magazine	54.1	41.4	680.5	632.4
Town & Country	179.2	142.6	1,033.6	845.1
Travel/Holiday	48.6	52.6	467.4	474.5
Travel & Leisure	106.0	95.3	836.9	784.5
V.F.W. Magazine	33.4	34.7	272.0	257.6
Weight Watchers	25.8	26.3	215.9	204.1
World Tennis	33.3	27.8	508.6	421.2
Writer's Digest	23.0	21.5	205.4	186.3
Yankee Magazine	136.5	133.3	923.5	977.8
Total Group	4,570.7	4,584.4	38,598.8	36,538.9
Fashion & service				
Glamour	180.8	198.1	1,807.4	1,709.1
Harper's Bazaar	125.7	94.4	843.4	708.9
Mademoiselle	144.9	141.2	1,259.7	1,249.3
Vogue	248.7	251.1	1,887.6	1,866.0
Total Group	700.1	684.8	5,598.1	5,533.3
Arts & antiques				
American Artist	58.4	66.0	524.2	555.2
Antiques	162.3	178.6	1,439.0	1,358.0
Antiques World	49.7	56.8	417.2	458.8
○Art & Antiques	—	—	281.4	226.9
Art in America	103.0	96.3	783.0	528.3
▲Artnews	131.1	122.4	952.0	845.4
Total Group	504.5	520.1	4,396.8	3,972.6
Home				
§Better Homes & Gardens	150.2	163.9	1,263.8	1,334.1
○Colonial Homes	—	—	238.0	173.0
▲Decorating Showcase	30.1	22.0	193.0	122.8
▲Family Handyman	68.8	68.7	504.9	477.4
○Flower & Garden	22.4	18.5	265.4	275.7
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	46.5	58.6	453.2	389.0
Houston Home/Garden	114.6	142.6	1,056.6	1,090.8
Horticulture	21.0	26.4	272.2	303.2
House Beautiful	124.3	147.9	951.8	966.4
House & Garden	144.9	164.4	1,180.6	1,135.4
†Homeowners How-To	—	—	134.3	125.6
Hudson Home Magazine	32.7	52.1	421.4	489.0
Indianapolis at Home	49.0	49.8	518.9	630.8
Living:				
○Dallas	—	—	595.7	600.4
○Houston	—	—	494.0	588.2
○Denver	—	—	456.2	429.8
‡Austin	—	—	150.8	131.9
‡San Antonio	—	—	102.4	75.2
○Phoenix	27.0	41.0	172.4	174.5
○Tampa	20.4	23.2	131.7	57.0
Living Alternatives	13.4	7.2	103.1	31.6
††New Shelter	52.0	—	269.6	—
▲1001 Decorating Ideas	33.2	36.3	270.4	226.1
Organic Gardening	75.9	84.1	798.2	804.2
San Diego Home/Garden	56.5	25.1	544.8	49.8
Southern Living	118.5	159.4	1,180.7	1,288.7
§Sunset Magazine	163.1	163.2	1,297.9	1,356.1
▲Texas Homes	71.3	95.0	637.4	424.1
○Workbench	—	—	306.1	297.8
Total Group	1,435.8	1,549.4	14,965.5	14,048.6
In-flight				
#Aboard Group (6)	444.0	348.0	1,636.0	1,224.0
Air California	59.5	65.3	588.2	604.9
American Way	87.5	81.1	691.2	620.0
Clipper	58.0	—	501.6	—
East/West Network:				
Eastern Review	70.3	87.3	727.8	828.0
Continental Extra	67.2	87.4	652.7	732.1
Hughes Airwest Sundancer	66.7	97.7	723.7	840.0
Ozark Flightime	50.3	78.9	514.0	640.2
PSA Magazine	93.7	144.2	1,034.5	1,182.9
Texas International/ The Texas Flyer	60.5	94.8	582.3	650.6
United Mainliner	105.5	125.7	908.5	956.0
Halsey Publications:				
Braniff's Flying Color's	53.7	39.0	396.0	342.0
Delta Sky	52.7	46.0	464.0	466.0
○Pace	22.7	—	262.7	99.5
Scene	42.5	33.8	328.2	107.1
Southwest Airlines	73.3	59.8	650.6	516.8
○Spirit of Aloha	—	—	135.2	94.1
USAir	61.4	49.0	441.0	49.0
Webb Publications:				
○Frontier	—	—	217.9	204.9
Passages	34.6	44.5	287.6	292.2
TWA Ambassador	59.7	67.9	530.4	562.6
Total Group	1,563.8	1,550.4	12,274.1	11,013.8
Metropolitan				
○Aloha	19.8	14.9	98.1	46.0
Atlanta	102.1	100.1	828.8	770.0
Baltimore	72.1	88.9	713.8	812.3
◇Bay Views	43.6	53.0	325.9	325.2
Birmingham	36.0	39.6	439.3	312.8
Boston	141.3	149.4	1,102.8	985.7
Broward Life	39.8	43.4	472.9	452.7
Brown's Guide to Georgia	56.0	43.0	489.1	442.2
○Charlotte	—	—	232.6	192.4
Chicago	169.7	184.3	1,396.5	1,445.1
Chicago's North Shore	77.7	44.7	466.3	263.9
Cincinnati	71.0	49.9	610.0	522.3
Cleveland	73.7	70.5	699.3	795.4
Columbus Monthly	112.7	111.1	864.9	880.8
Connecticut	81.0	80.0	685.7	706.0
D/Magazine, Dallas/ Fort Worth	122.1	122.2	1,085.6	1,046.5
Delaware Today	15.7	24.3	300.2	147.1
Denver	51.3	44.0	340.0	296.5
D. Denver Monthly	35.1	35.9	253.3	262.4
Monthly Detroit	38.9	49.3	502.0	393.0
Exclusively Yours Wisconsin	125.2	131.8	783.7	874.7
Gold Coast of Florida/ Indian River Life	80.0	103.0	1,071.8	946.4
Grand Rapids	37.4	36.0	355.1	255.9
Honolulu	69.5	73.3	725.7	755.3
Houston City	58.5	41.5	404.3	386.5
Indianapolis	55.6	53.2	399.8	311.6
Kansas City	27.6	33.5	325.1	330.2
Lansing	51.3	44.0	344.2	227.5
Los Angeles	205.0	224.0	1,856.8	1,998.7
Madison	49.0	34.0	401.9	280.1
Mesa	25.0	47.3	441.0	309.9
Metro	58.9	43.0	433.3	360.5
Miami	72.2	53.0	601.2	483.6
Milwaukee	41.2	34.0	330.3	181.0
Mpls./St. Paul	76.8	51.7	694.0	508.7
Monterey Life	42.2	—	359.3	—
Nashville!	61.6	71.1	703.3	794.5
New Jersey Monthly	80.6	72.0	704.6	641.9
New Mexico	47.5	37.1	302.4	213.4
New Orleans	54.5	56.6	455.4	496.3
Ohio	26.0	42.6	258.0	351.9
Omaha	25.7	29.5	256.8	252.1
Oregon	30.0	21.5	217.0	239.0
Palm Beach Life	49.8	52.3	541.4	442.4
Palm Springs Life	120.1	116.0	1,296.3	1,184.1
Philadelphia	164.6	174.9	1,347.0	1,425.2
Phoenix	95.6	112.3	992.8	931.3
Pittsburgh	43.0	63.0	420.4	502.6
Pittsburgher	36.7	26.0	374.8	271.5
Roanoker	34.0	53.3	146.2	298.8
Sacramento	42.6	36.8	306.7	333.2
St. Louis	96.0	106.0	793.5	956.0
San Diego	128.1	166.3	1,405.1	1,571.3
San Francisco	70.1	83.3	625.0	577.4
San Francisco Focus	41.2	23.1	356.8	223.1
††Sarasota Town & Country	23.8	33.9	240.8	199.8
†Shenandoah Valley	33.0	—	169.9	16.0
Spokane	29.3	49.6	350.3	389.0
Tampa Bay	65.7	45.2	608.6	458.6
Texas Monthly	179.1	155.7	1,198.7	1,071.2
○Triad	15.0	17.2	63.0	123.3
Twin Cities	72.6	32.1	419.1	214.1
Washington Dossier	50.0	43.5	444.0	413.2
The Washingtonian	147.0	135.0	1,141.5	1,180.9
A. Westchester	46.7	38.1	458.8	423.4
Westchester Illustrated	35.1	43.8	418.4	377.8
Wichitan	49.1	63.3	451.6	557.8
Total Group	4,429.1	4,352.9	36,904.7	36,440.0
Movie-romance-radio-tv				
○Complete Women's Group	25.3	24.5	121.9	131.2
Ideal Women's Group:				
Daytime Stars	27.8	28.9	257.6	289.9
Intimate Story	25.9	29.0	283.9	293.0
Personal Romances	25.9	30.0	283.9	294.0
KMR Women's Group:				
Real Romances	14.1	14.4	102.7	138.4
Real Story	14.1	14.4	102.7	138.4
○Teen Bag	—	—	41.2	60.9
MacFadden's Women's Group:				
Modern Romances	29.7	39.7	286.3	368.9
Secrets	29.7	39.7	286.3	368.9
True Confessions	30.3	39.7	294.6	367.9
True Experience	29.7	39.7	286.3	366.8
True Love	29.7	39.7	286.3	367.8
True Romance	29.7	39.7	286.3	366.8
Sterling Women's Group:				
Daytime TV	32.3	30.5	315.3	317.6
Modern Love	—	29.5	120.9	301.2
Modern Screen	33.3	32.2	323.3	322.7
○Movie Mirror	—	—	160.7	160.9
Photo Screen	33.3	32.2	130.0	161.4
Real Confessions	—	29.5	152.3	301.2
Soap Opera Stars	15.0	—	51.0	—
TV Movie Screen	—	—	160.7	162.0
TV Picture Life	33.3	32.2	162.6	161.4
Total Group	459.1	565.5	4,496.8	5,441.3
Youth				
Boys' Life	18.9	17.5	211.8	202.8
Campus Life	96.2	75.0	406.9	306.7
Total Group	115.1	92.5	618.7	509.5
Mechanics & science				
○Elementary Electronics	23.7	26.4	124.7	161.9
§Mechanix Illustrated	83.0	102.8	775.1	660.8
Popular Electronics	55.4	64.4	601.5	559.0
Popular Mechanics	121.5	143.3	1,136.3	1,199.0
§Popular Science	95.5	116.4	880.4	903.2
Total Group	296.1	350.5	2,742.9	2,823.1
Boating & yachting				
Boating	96.9	92.2	1,133.4	1,094.3
Chesapeake Bay	44.7	46.2	311.1	298.9
Cruising World	223.9	239.3	1,907.6	1,167.3
Lakeland Boating	28.5	33.3	380.7	459.2
Motor Boating & Sailing	114.3	108.0	1,249.6	1,245.9
§Sea/Pacific Skipper	31.0	47.2	342.8	246.5
§Sail	138.8	157.3	1,321.0	1,357.5
Trailer Boats	16.2	17.7	250.4	258.3
Yachting	187.6	203.2	1,782.0	1,865.3
Total Group	881.9	944.4	7,978.6	7,993.2
Automotive & recreational vehicles				
Car & Driver	59.4	61.0	752.8	724.4
Car Collector & Car Classics	19.3	24.2	222.8	262.5
Car Craft	46.6	43.1	531.2	627.3
Choppers	13.3	10.3	114.3	129.3
○Custom Bike	20.3	15.9	105.5	194.9
○Custom Rider	—	—	107.2	—
Cycle	42.4	55.1	861.3	945.6
Cycle Guide	26.8	18.3	434.4	501.9
Cycle World	38.4	32.7	737.9	756.0
Dirt Bike	12.1	13.6	237.7	229.3

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○ Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ○Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Corrected Sept. linage: 47.6; 44.3; 418.0; 385.3. B. Preprinted inserts included. C. Corrected Sept. linage: 86.7; 92.3; 892.3; 804.6. D. Corrected Sept. linage: 27.5; 30.9; 218.2; 226.5. E. Corrected Sept. linage: 120.3; 83.4; 680.8; 642.8. F. Corrected Sept. linage: 48.0; 40.6; 300.3; 280.0.

(Continued on Page 100)

Advertising pages in October consumer publications

(Continued from Page 99)

	Pages Oct. 1980	Oct. 1979	Jan.-Oct. 1980	Jan.-Oct. 1979
Dune Buggies & Hot Vw's	41.3	36.3	402.5	331.6
Family Motor Coaching	45.1	62.0	571.1	887.6
4 Wheel & Offroad	24.6	21.7	284.6	292.3
Four Wheeler	23.5	37.0	312.4	429.8
Hot Rod	40.1	43.9	524.3	552.3
Motocross Action	23.3	21.0	304.4	259.7
Motorcyclist	12.0	19.4	390.1	419.2
Motor Trend	36.6	34.8	427.2	437.6
††Motorhome Life	—	—	382.0	542.9
Pickup, Van & 4 WD	34.6	49.1	403.1	562.6
C. Road & Track	90.3	86.5	982.6	891.1
Touring Bike	19.0	7.3	113.2	174.9
Trailer Life	67.4	104.1	858.0	1,256.1
Woodall's Trailer & RV Travel Magazine	21.5	41.9	346.4	726.7
Total Group	758.2	839.2	10,407.0	12,135.6
Outdoor & sport				
Alaska	48.5	44.9	425.6	434.9
○The American Handgunner	—	—	193.5	132.7
American Hunter	21.3	174.3	18.2	96.3
American Rifleman	37.7	39.8	304.9	331.4
○Archery World	40.0	43.5	220.0	222.0
○Backpacker	46.4	59.8	234.2	59.8
▼§Bass Master	—	—	374.4	344.3
††Bicycling	—	—	450.9	384.5
▼Camping Journal	18.8	19.6	186.7	242.5
Field & Stream	84.4	109.2	835.4	906.6
○Fishing World	—	—	161.6	168.5
Florida Sportsman	40.2	49.2	597.7	611.2
††Fly Fisherman	—	—	309.1	291.0
Fur-Fish-Game	40.4	39.1	259.0	260.4
Guns	50.0	37.8	366.3	285.9
Guns & Ammo	66.9	57.3	482.4	488.4
Horseman	42.7	35.2	357.5	332.8
Inside Sports	37.7	—	200.5	—
Outdoor Life	75.0	90.0	727.5	843.2
Petersen's Hunting	40.9	40.0	266.5	295.6
The Runner	37.5	24.1	309.6	303.8
Runner's World	60.0	87.0	424.2	600.4
Salt Water Sportsman	37.4	40.1	528.8	571.3
Shooting Times	55.5	49.5	380.1	417.4
SkateBoarder	20.6	24.0	188.5	373.6
‡‡§Ski	123.3	109.2	179.2	187.3
‡‡Skiing	140.4	150.8	439.6	439.8
Skin Diver	44.3	53.7	525.1	601.6
Soccer Corner	13.5	4.0	112.5	20.0
‡‡Southern Outdoors	37.6	44.0	325.6	329.1
§Sport	37.2	50.4	419.7	423.8
Sports Afield	87.4	93.5	873.9	807.9
▼Spray	53.3	48.0	38.3	336.6
#Swim Swim	20.0	6.7	56.7	16.2
Western Outdoors	22.6	25.6	280.3	333.9
Total Group	1,482.1	1,650.3	12,054.8	12,194.1
Comics				
Archie Comic Group	10.0	10.0	50.0	50.0
DC Comics	9.0	12.0	81.0	117.5
Harvey Comics Group	8.0	8.0	80.0	80.0
Marvel Comics Group	11.0	14.0	124.5	128.0
Total Group	38.0	44.0	290.5	375.5
Newspaper magazines I				
§Family Weekly	85.4	93.3	826.0	856.2
Parade	63.6	80.4	676.5	765.3
Total Group	149.0	173.7	1,502.5	1,621.5
Canadian national weekend magazines				
B. Perspectives	51.2	60.0	390.9	386.0
§Today	46.5	64.4	390.6	379.9
Total Group	97.7	124.4	781.5	765.9
Canadian				
L'Actualite	69.8	58.0	431.2	432.1
Chatelaine:				
§English Edition	105.8	117.0	787.7	751.7
French Edition	98.6	110.5	658.5	657.8
F. §Financial Post Magazine	69.8	58.6	370.1	338.6
▲§Flare	73.4	78.3	528.8	479.2
▲§Homemaker's Magazine:				
English Edition	107.9	116.2	737.2	651.9
French Edition	77.2	92.8	533.5	516.6
E. **§Macleans	141.6	161.4	822.4	804.2
▼§Quest Magazine	48.5	40.6	263.9	270.0
§Reader's Digest:				
Canada-English	95.9	85.9	822.5	817.8
Canada-French	99.3	94.3	728.7	747.1
Total	195.2	180.2	1,551.2	1,564.9
▲Saturday Night	30.2	83.1	222.9	311.0
▲Toronto Life	155.0	196.0	999.8	954.7
Total Group	1,173.0	1,292.7	7,907.2	7,732.9

September pages

	Pages Sept. 1980	Sept. 1979	Jan.-Sept. 1980	Jan.-Sept. 1979
Business				
Atlanta Business Chronicle	38.2	23.7	250.3	137.6
Barron's	219.8	164.2	1,700.3	1,411.8
Black Enterprise	24.0	39.4	435.9	392.8
The Bus. Review of Wash.	56.7	45.6	477.2	342.7
§Business Week	456.3	458.4	3,556.1	3,509.1
California Business	76.4	22.6	497.1	235.8
Corporate Report	96.9	68.7	678.9	550.0
Crain's Chicago Business	92.2	59.9	589.4	362.7
Dun's Review	82.1	96.1	731.7	701.8
☆Financial World	77.8	73.7	700.4	673.8
Florida Trend	49.9	51.5	530.7	518.9
▶Forbes	324.5	245.7	1,907.7	1,820.1
▶§Fortune	183.5	185.9	1,744.1	1,701.1
Houston Business Journal	160.8	116.0	1,151.4	1,060.7
§Inc. Magazine	71.7	52.3	555.5	284.2
▶§Industry Week	199.4	188.5	1,367.0	1,506.7
§Nation's Business	34.8	65.7	336.6	403.9
*New England Business	53.6	68.3	409.0	404.3
▶§Northern Ohio Bus. Journal	42.8	35.3	300.8	213.5
Outlook	46.7	44.5	337.9	338.9
Texas Business	29.2	39.3	342.9	361.8
Total Group	2,417.3	2,145.3	18,600.9	19,632.2
Newspaper magazines II				
Boston Globe	174.8	159.8	1,231.1	1,196.8
Chicago Tribune	162.0	171.2	1,007.6	1,218.2
*Cleveland Plain Dealer	165.3	197.2	1,210.5	1,437.8
Detroit News	156.6	157.6	1,311.9	1,470.6
§Los Angeles Times Home Magazine	140.8	153.5	1,069.5	1,251.3
New York News	107.7	166.5	970.5	1,099.5
New York Times Magazine	491.9	545.2	2,999.7	2,977.6
Philadelphia Inquirer	92.8	109.8	695.3	809.9
§Washington Post Magazine	167.4	150.9	1,126.9	991.2
Washington Star, Home/-Life Magazine	86.8	84.6	546.1	594.1
Total Group	1,746.1	1,896.3	12,169.1	13,047.0
Weeklies, bi-weeklies, semi-monthlies				
§Army Times Military Group:				
Air Force Times	154.7	156.2	1,340.2	1,364.8
Army Times	153.6	155.2	1,335.3	1,338.5
Navy Times	169.1	169.7	1,466.3	1,468.6
The Times Magazine	38.7	36.5	185.2	175.6
The Blood Horse	333.5	321.8	3,326.9	3,038.0
Circus	13.0	21.2	131.7	236.0
Commonweal	7.3	8.3	91.5	61.9
Golf World	48.0	44.0	604.7	532.8
§Grit	27.8	44.8	283.9	353.0
National Review	21.0	45.0	149.0	211.0
New West	79.2	114.1	846.1	928.1
New York Magazine	203.9	230.7	481.6	1,474.2
New Yorker	422.3	355.2	2,670.8	2,499.3
§Newsweek	281.6	260.0	2,183.8	2,303.5
People	296.3	255.5	2,409.0	2,381.9
Rolling Stone	63.5	96.3	654.6	793.7
Sporting News	56.9	77.5	448.0	531.0
§Sports Illustrated	226.8	219.0	1,858.5	1,880.2
§Time	256.2	235.8	1,964.0	2,082.1
§TV Guide	340.9	440.2	2,668.6	2,708.7
▶Us Magazine	52.2	45.0	391.7	444.9
§U.S. News & World Report	169.8	170.6	1,377.1	1,374.1
Total Group	3,416.3	3,502.6	26,868.5	28,181.9
Foreign				
Buenhogar:				
Ecuador	17.0	14.3	85.8	85.3
Chile	3.0	3.5	24.5	8.7
Mexico	84.7	73.3	533.7	525.8
Puerto Rico	21.3	23.3	196.2	175.0
Venezuela	58.2	48.8	353.0	354.0
Colombia	76.2	84.8	466.0	507.7
Peru	26.0	21.3	169.2	131.5
Central America	12.5	18.3	74.7	128.2
U.S.	6.2	13.3	68.0	89.8
Dominican Republic	12.7	19.8	125.5	220.3
Coqueta:				
Mexico	11.0	2.0	72.5	6.0
Puerto Rico	4.0	1.0	30.5	4.0
Venezuela	10.0	4.0	59.5	12.0
Colombia	5.5	3.0	38.5	3.0
Peru	3.0	—	19.0	—
Central America	—	—	0.5	—
Fascinacion:				
Mexico	10.8	11.3	74.7	77.7
Puerto Rico	7.0	—	21.3	9.3
Venezuela	13.7	13.3	57.2	97.7
Colombia	4.7	6.5	64.8	41.3
Central America	—	—	—	0.3
Geomundo:				
Chile	6.0	5.7	46.0	29.3
Mexico	12.2	16.3	124.3	87.3
Ecuador	5.0	6.7	40.0	47.3
Puerto Rico	5.0	8.2	48.5	70.8
Venezuela	15.5	10.7	104.0	97.2
Colombia	11.0	17.7	95.5	127.0
Peru	11.0	9.7	73.0	48.3
Central America	6.0	6.7	49.0	49.7
Hombre De Mundo:				
Dominican Republic	6.0	15.0	42.2	15.0
Mexico	23.7	29.7	172.3	160.0
Chile	8.0	5.0	46.7	22.2
Puerto Rico	12.0	17.5	99.3	149.0
Ecuador	8.2	8.0	43.3	37.7
Venezuela	25.7	19.0	142.3	112.2
Colombia	21.2	25.5	115.3	139.8
Peru	10.0	5.0	47.0	16.2
Central America	10.0	10.0	57.8	49.7
Ideas Para Su Hogar:				
Dominican Republic	3.0	4.0	14.8	4.0
Mexico	16.8	8.2	112.5	68.5
Chile	2.0	—	9.0	—
Puerto Rico	2.5	4.8	22.2	26.0
Ecuador	0.5	—	1.8	3.2
Venezuela	25.8	13.8	138.8	106.5
Colombia	32.0	32.7	182.5	150.7
Peru	10.5	1.0	69.3	11.5
Central America	1.5	—	4.2	5.5
Intimidades:				
Mexico	7.3	5.0	43.3	49.7
Puerto Rico	6.0	7.0	38.0	32.0
Venezuela	13.0	13.0	95.5	92.0
Colombia	5.0	2.0	34.0	6.0
Central America	1.0	—	13.0	3.0
Mecanica Popular:				
Caribbean	42.2	29.8	343.2	269.2
Mexico	28.0	27.8	234.7	156.5
Argentine	9.3	5.7	68.5	33.0
The Ring en Espanol:				
Mexico	2.0	2.2	22.8	13.8
Puerto Rico	2.0	2.0	23.7	23.7
Venezuela	1.0	5.0	12.0	35.2
Colombia	—	—	1.5	4.2
Central America	—	—	—	0.7
U.S.	2.0	3.0	26.0	26.7
Vanidades Continental:				
Dominican Republic	39.0	27.0	204.8	279.2
Mexico	177.7	127.8	982.2	954.2
Chile	24.7	4.5	107.0	36.2
Puerto Rico	70.7	53.0	423.8	416.5
Venezuela	111.7	62.0	621.8	486.0
Colombia	152.8	124.3	681.2	699.2
Peru	58.0	27.0	250.8	185.0
Central America	42.0	28.3	242.3	227.5
Ecuador	26.2	17.2	150.3	140.0
U.S.	52.7	29.5	291.2	270.7
Cosmopolitan Foreign Editions:				
Australia	87.3	78.8	549.7	479.5
Brazil	51.0	40.0	337.0	229.0
France	85.5	61.5	672.0	562.5
Great Britain	141.0	143.0	1,089.0	1,052.0
Greece	45.0	—	205.0	—
Italy	64.8	37.3	441.3	279.5
Japan	39.3	—	101.3	—
Cosmopolitan en Espanol:				
Central America	9.8	5.5	63.5	59.7
Colombia	33.0	30.8	194.8	208.8
Ecuador	4.0	4.7	24.0	23.0
Mexico	67.2	72.0	502.0	473.2
Peru	13.0	—	56.7	—
Puerto Rico	36.3	27.8	279.3	227.8
U.S. (Spanish Language)	13.7	16.7	118.5	144.8
Venezuela	37.0	40.0	245.2	247.7
International Communications:				
African Business	35.8	31.5	273.5	201.8
The Middle East	47.4	67.2	308.4	477.7
New African	27.9	21.5	246.8	290.6
Al-Iktissad Al-Arabi	22.0	16.6	126.3	146.9
International Herald Tribune	109.7	105.5	727.3	793.4
International Management:				
Africa	25.5	20.7	160.0	165.0
Europe	47.3	46.2	327.8	333.0
Latin America	24.5	19.2	167.0	182.0
Middle East	26.7	40.2	242.0	283.0
Pacific	23.5	18.7	146.0	157.0
Johnston International:				
Alam Attijarat	106.7	132.8	666.7	892.8
Modern Africa	37.5	41.8	165.7	200.3
Modern Asia	66.3	66.8	441.7	404.0
Near East Business	31.7	47.7	199.2	273.8
§Newsweek International:				
Atlantic	120.8	129.8	693.2	805.6
Latin America	58.3	42.3	297.7	258.8
Pacific	98.4	109.9	645.3	687.6
††Progreso	24.3	32.2	150.0	153.4
§Reader's Digest:				
Arabic	13.0	18.0	90.5	131.5
*Asian	283.5	320.5	2,083.5	1,927.0
Australian	81.5	87.5	655.5	500.9
Belgian-Flemish	95.0	69.0	677.5	680.4
Belgian-French	85.5	67.0	616.0	656.8
British	75.3	117.8	603.7	711.1
*Chinese	131.0	167.0	1,090.0	1,001.5
Danish	62.5	48.8	361.6	325.4
Dutch	72.8	64.0	481.2	431.6
Finnish	57.0	56.0	414.3	470.6
French	73.5	65.8	582.0	586.9
German	45.5	47.8	605.6	641.7
Iberian	35.5	28.5	326.4	305.6
Indian	118.5	92.0	839.2	718.5
Italian	51.5	53.0	526.0	464.0
Japanese	49.7	50.8	453.8	478.5
Korean	17.5	14.5	165.5	133.5
Latin America:				
Argentine	35.0	72.5	291.0	461.5
Brazil	11.8	14.4	111.6	126.5
Central American	26.0	23.0	162.5	169.0
Chile	20.5	25.5	244.0	186.5
Colombia	68.5	64.5	369.0	430.0
Ecuador	8.5	30.5	101.5	167.0
Mexico	61.1	65.0	393.3	347.6
Peru	8.5	15.0	66.0	72.5
Puerto Rico	9.0	14.0	91.0	116.0
U.P.B.	19.0	28.5	183.0	276.0
U.S. Spanish	22.0	14.5	138.0	133.0
Venezuela	26.5	31.5	200.5	191.5
Portugal	47.8	38.0	357.2	550.3
New Zealand	68.0	66.7	600.7	418.4
Norwegian	45.3	87.3	345.8	421.7
South African	118.0	71.0	656.5	597.0
Swedish	22.0	35.0	197.0	255.2
Swiss-French	30.0	30.0	252.0	253.0
Swiss-German	14.0	16.0	319.0	334.0
Canada-English	102.5	60.4	709.0	677.9
Canada-French	94.3	60.9	609.5	609.7
Total	2,207.1	2,232.2	16,970.4	16,759.8
Time International:				
Time-Asia	136.7	108.4	794.3	781.4
Time-Atlantic	153.8	144.8	899.7	959.2
Time-Canada	167.3	142.6	961.3	1,008.7
Time-Latin America	110.6	81.9	807.2	570.9
Time-South Pacific	191.4	158.3	1,224.5	1,140.9
**Visao	—	—	984.7	918.7
▶§Vision/Latin America	59.4	69.7	406.7	333.5
Total Group	6,234.4	5,732.4	43,086.3	41,719.7